

CITY OF BURBANK

PUBLIC INFORMATION SPECIALIST

DEFINITION

Under general direction, to perform a variety of public information work, including dissemination of information to the public and City employees on all phases of City services and the promotion of community events; and to do related work as required.

ESSENTIAL FUNCTIONS

Prepares a variety of materials including newsletters, new releases, and annual City calendar and reports for dissemination to the media or the general public; promotes a variety of City sponsored community events, and programs; assists department managers and staff with their public information needs, including news releases and media contact; researches newsworthy topics; performs layout and design work; takes photographs at City functions using a variety of photographic equipment and materials; prepares employee newsletter; researches, writes and designs printed City information materials; answers inquiries by telephone or in person to accurately provide information or refers people to the proper source of information; serves as liaison to civic committees; supervises, trains and evaluates employees; makes effective recommendations regarding hiring, promotions, and transfers; effectively recommends disciplinary action as needed up to and including termination; prepares official plaques and certificates; acts for the Public Information Officer in his or her absence; drives on City business.

MINIMUM QUALIFICATIONS

Employment Standards:

- Knowledge of – the functions and responsibilities of various municipal departments and offices; the requirements of various media used in publicity and promotion work; layout and report format; desktop publishing systems.
- Ability to – operate automatic and/or manual photographic equipment; comprehend complex questions and give information rapidly, accurately, and tactfully; communicate effectively, both verbally and in writing; establish and maintain effective working relationships with officials, supervisors, fellow employees, and the public.

Education/Training: Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance as determined by the City. Example combination includes, but is not limited to two years of professional journalistic or public relations experience and graduation from a four-year college with a degree in Journalism; Public Relations, English, Communications, or a related field. NOTE: Additional professional journalistic or public relations experience may be substituted for the required education on a year for year basis for a maximum of two years.

License & Certificates: A valid California Class "C" driver's license or equivalent at time of appointment.

SUPPLEMENTAL INFORMATION

None.